

Global Outbound MICE Tourism Market Research Report with Opportunities and Strategies to Boost Growth- COVID-19 Impact and Recovery

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Abstracts

Meetings, Incentives, Conferences and Exhibitions is a specialized niche of group tourism that concerns planning, booking and facilitating conferences and seminars and other similar events. MICE travel includes a variety of activities such as planning corporate meetings, organizing international conferences and conventions and coordinating events and exhibitions.

Based on the Outbound MICE Tourism market development status, competitive landscape and development model in different regions of the world, this report is dedicated to providing niche markets, potential risks and comprehensive competitive strategy analysis in different fields. From the competitive advantages of different types of products and services, the development opportunities and consumption characteristics and structure analysis of the downstream application fields are all analyzed in detail. To Boost Growth during the epidemic era, this report analyzes in detail for the potential risks and opportunities which can be focused on.

In Chapter 2.4 of the report, we share our perspectives for the impact of COVID-19 from the long and short term.

In chapter 3.4, we provide the influence of the crisis on the industry chain, especially for marketing channels.

In chapters 8-13, we update the timely industry economic revitalization plan of the country-wise government.

Key players in the global Outbound MICE Tourism market covered in Chapter 5:

The Freeman Company

Cievents

360 Destination Group

ACCESS Destination Service

Creative Group, Inc.
Conference Care Ltd
Exotic
CSI DMC
BI Worldwide, Ltd.
Questex
BCD Group
Maritz
Meetings and Incentives Worldwide (M&IW)
ATPI Ltd
IBTM
One10, LLC
The Interpublic Group of Companies, Inc.
ITA Group, Inc
Carlson Wagonlit Travel

In Chapter 6, on the basis of types, the Outbound MICE Tourism market from 2015 to 2025 is primarily split into:

Meetings
Incentives
Conferences
Exhibitions

In Chapter 7, on the basis of applications, the Outbound MICE Tourism market from 2015 to 2025 covers:

Academic Field
Business Field
Political Field
Exhibitions
Others

Geographically, the detailed analysis of consumption, revenue, market share and growth rate, historic and forecast (2015-2025) of the following regions are covered in Chapter 8-13:

North America (Covered in Chapter 9)
United States
Canada
Mexico

Europe (Covered in Chapter 10)

Germany

UK

France

Italy

Spain

Russia

Others

Asia-Pacific (Covered in Chapter 11)

China

Japan

South Korea

Australia

India

South America (Covered in Chapter 12)

Brazil

Argentina

Columbia

Middle East and Africa (Covered in Chapter 13)

UAE

Egypt

South Africa

Years considered for this report:

Historical Years: 2015-2019

Base Year: 2019

Estimated Year: 2020

Forecast Period: 2020-2025

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